



RETARGETING CREATIVE FORMAT





RETARGETING

SERVE TAILORED ADS TO PEOPLE WHO
HAVE VISITED YOUR SITE

WHY RETARGETING?

- Contact already engaged users
- Boost your offer
- Give a special reason why to buy
- Proven conversion driver

RETARGETING

ALLOWS YOU TO SERVE
TAILORED ADS TO PEOPLE WHO
HAVE VISITED YOUR SITE

BENEFITS

- Second chance to improve your offer
- Second chance to engage a customer
- Second chance to achieve loyalty
- Take your chance with us!

approx. **2 000 000**

cookie-based users available after consent for specific purpose given for retargeting in Netinfo network through Adwise

adwise
Вашата реклама на клик

START YOUR REMARKETING

- **GET TRAFFIC TO YOUR SITE**

Get site users through awareness campaign, promotion, etc.

- **SET RETARGETING RULES**

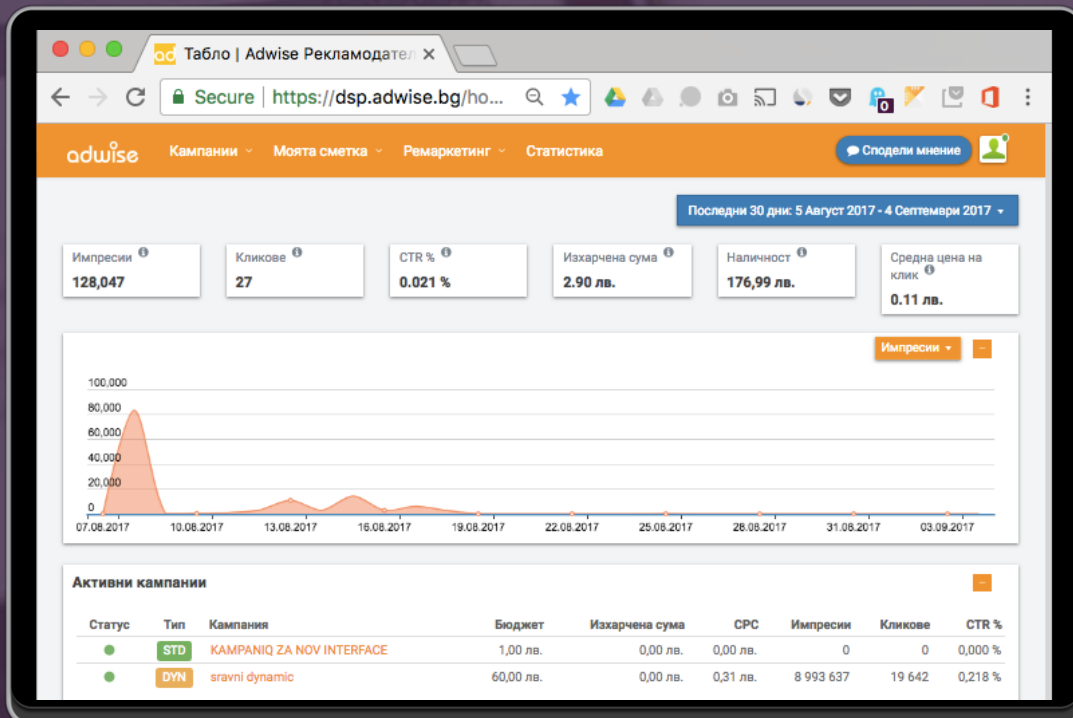
Register your retargeting pixels at Adwise and mark events you want to retarget – site visit, uncompleted checkout, etc.

- **START YOUR RETARGETING CAMPAIGN**

Set creatives and campaign rules for retargeting pixels you have. Campaigns are defined by CPC bid, daily budget and period

- **MEASURE YOUR SUCCESS**

Track your conversions and improve your creatives



HIGH PERFORMING CREATIVE FORMATS

VIDEO ADS (FULL-SCREEN OR BOXED)



USER VISIT YOUR WEBSITE



USER ARE ADDED TO
REMARKETING LIST



SHOW THEM YOUR ADS ON
DIFFERENT WEBSITE

DYNAMIC REMARKETING lets advertisers personalize every ad impression by featuring products or content recently viewed or otherwise relevant to the user

ADVERTISERS can pull in information from their product feeds (product images, prices, discounts, etc.) and feature that content in the ads

DYNAMIC BANNERS are automatically generated in predefined banner templates, provided by Adwise

REPORTING AND ANALYSIS

TRANSPARENCY OF THE PERFORMANCE

360 Behaviour Segments Report

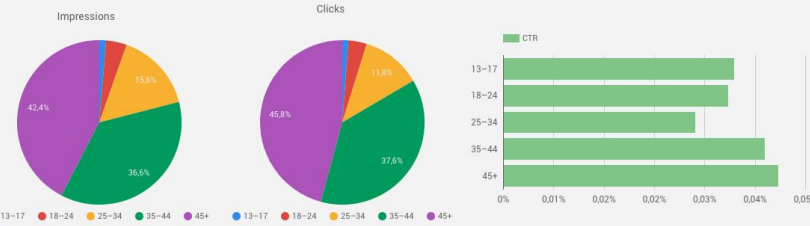
Period	07/24/2017 - 08/29/2017	Field	Value	Phase 2 Segments	Unique Visitors	Formats
Client	Hyundai	IMP Delivered	1 425 161	Finance	283 143	970x250
Campaign	Hyundai i30 Combi - July August 2017 - V...	IMP Booked	1 424 000	Beauty & Health	314 493	300x600
Agency	Direct	Gross CPC	15,07	Automotive	210 820	300x250
		Gross Booking Value BGN	20 504,5			
		Gros CPM	14,39			

Total:

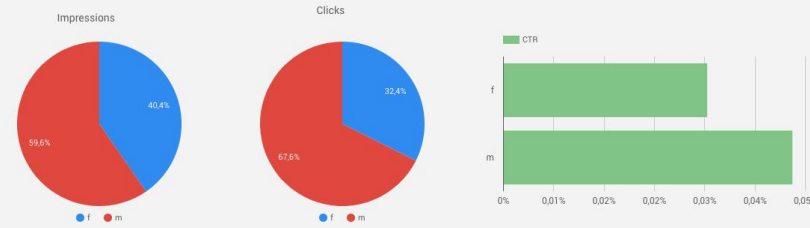
Impressions	1 425 161	Unique visitors	627 275	Clicks	1 361	Unique click	1 328	FRQ	2,27	CTR	0,10%	Unique CTR	0,09%
-------------	-----------	-----------------	---------	--------	-------	--------------	-------	-----	------	-----	-------	------------	-------

Phase	Impressions	Unique visitors	Clicks	Unique click	FRQ	CTR	Unique CTR
Phase 1	426 105	173 011	73	73	2,46	0,02%	0,02%
Phase 2	999 056	454 264	1 288	1 255	2,2	0,13%	0,13%

Campaign Age Groups



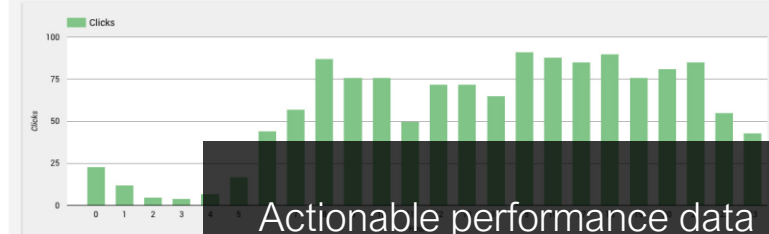
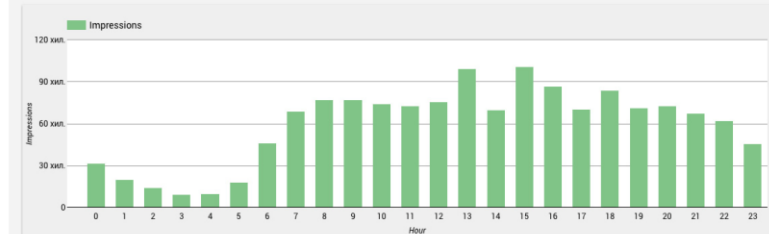
Gender



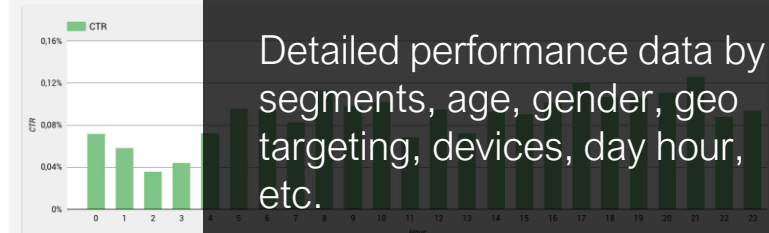
Days of week

N	Day	Impressions	Clicks	CTR
0	Monday	130 564	71	0,05%
1	Tuesday	201 102	204	0,1%
2	Wednesday	548 701	591	0,11%
3	Thursday	157 002	137	0,09%
4	Friday	155 472	147	0,09%
5	Saturday	123 981	125	0,1%
6	Sunday	108 337	86	0,08%

Hours of the day



Actionable performance data



Detailed performance data by segments, age, gender, geo targeting, devices, day hour, etc.



INNOVATE
WITH US!

www.netinfocompany.bg